

Claims

[c1]

1. A method of profiling a user comprising:
accessing first data including a first identifier for the user, network addresses accessed by the user, and temporal information related to the user identifier and the network addresses;
accessing second data including at least some of the network addresses and corresponding category information for each of the at least some of the network addresses; and
generating a user profile based at least in part on the first identifier, corresponding category information, and at least some of the temporal information.

[c2]

2. The method of claim 1, wherein generating the profile comprises:
creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
comparing data for the user within the table to existing profiles including a first profile; and
associating the user with a first profile.

[c3]

3. The method of claim 1, further comprising matching the network addresses that are common to the first and second data.

[c4]

4. The method of claim 1, further comprising:
selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and
sending the first marketing information to the user.

[c5]

5. The method of claim 4, wherein:
selecting is performed by a network access provider; and
the first marketing information includes a banner advertisement that is to be displayed near a periphery of a view.

[c6]

6. The method of claim 4, wherein:

[c11] 11. The data processing system readable medium of claim 10, wherein generating the profile comprises:

- creating a table that includes a first column for user identifiers including the first identifier, a second column for the corresponding category information, and a third column for the at least some of the temporal information;
- comparing data for the user within the table to existing profiles including a first profile; and
- associating the user with a first profile.

[c12] 12. The data processing system readable medium of claim 10, wherein the method further comprises further comprising matching the network addresses that are common to the first and second data.

[c13] 13. The data processing system readable medium of claim 10, wherein the method further comprises:

selecting a first marketing information regarding an item, wherein selecting is based at least in part on the user profile; and

sending the first marketing information to the user.

[c14] 14. The data processing system readable medium of claim 13, wherein:
selecting is performed by a network access provider; and
the first marketing information includes a banner advertisement that is to be
displayed near a periphery of a view.

[c15] 15. The data processing system readable medium of claim 13, wherein:
at least one of the network addresses corresponds to a network site is
owned or controlled by a company that sells the item; and
the first marketing information comprises an offer to sell the item.

[c16]

16. The data processing system readable medium of claim 13, wherein:
selecting comprises selecting the first marketing information and a second marketing information; and
the method further comprises applying a filter, wherein:
the second marketing information is filtered out and the first marketing

information passes; and
applying the filter is performed before sending.

[c17] 17. The data processing system readable medium of claim 10, wherein the method further comprises selling the user profile.

[c18] 18. The data processing system readable medium of claim 10, wherein:
accessing the second data comprises accessing the corresponding category information from a third-party source; and
the corresponding category information includes meta tags for the network addresses.

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